



Lord Kelvin, for many years a professor at the University of Glasgow, is probably the world's greatest authority on temperatures. It is befitting that the first thoroughly successful device to refrigerate without ice should be named after him, Kelvinator.

"Do tell me the secret of your wonderful dinners!"

"Well, if you will promise not to reveal it to a soul, I will tell you the real reason why my dinners are so popular.

"Any one can obtain a competent cook and good food, but I have found that the greatest problem is to keep food fresh until served—that is, to properly chill the meats, fruits and salads. How did I keep the natural flavor of these oysters? Now, my dear, this is the story:

"Henry, with his eagle eye for finding business leaks, one day decided to investigate the enormous food waste in our home. He found that expensive food of a perishable nature was spoiling in our refrigerator because of the moisture and uneven temperature from melting ice.

"This naturally brought up the question, How cold and dry should our ice box be kept? So Henry called in a Kelvinator refrigeration expert.

"He was told that the ice box, when filled with ice in the morning, gave sufficient refrigeration, but as ice melts the cake becomes smaller and it gradually

gives less refrigeration, and as the ice box becomes warmer, food is more apt to turn bad, especially over Sundays, holidays and such days when the ice man fails to arrive.

"Dry cold is the ideal refrigeration, and dry cold keeps food better and longer. Then the matter of sanitation was looked into and revealed the fact that ice was made from one of two sources. Natural ice comes from ponds, rivers and lakes of questionable purity—the ice being cut in the winter and stored in ice houses, packed in sawdust. The other kind—artificial ice—is generally made from filtered water and frozen by an ammonia process, which frequently leaves an unpleasant taste in ice water.

"Henry insisted on further investigating, for where in the past ice was simply ice to him, now he saw it in the light of its true importance—an article of food and the source of refrigeration." So Henry purposely stayed home next morning to question the ice man.

"He saw the ice wagon drive up and watched the ice man take an axe and cut from a large cake a medium sized piece of ice. Then he saw

him take the chunk in his ice tongs and swing it over his back and walk toward the house.

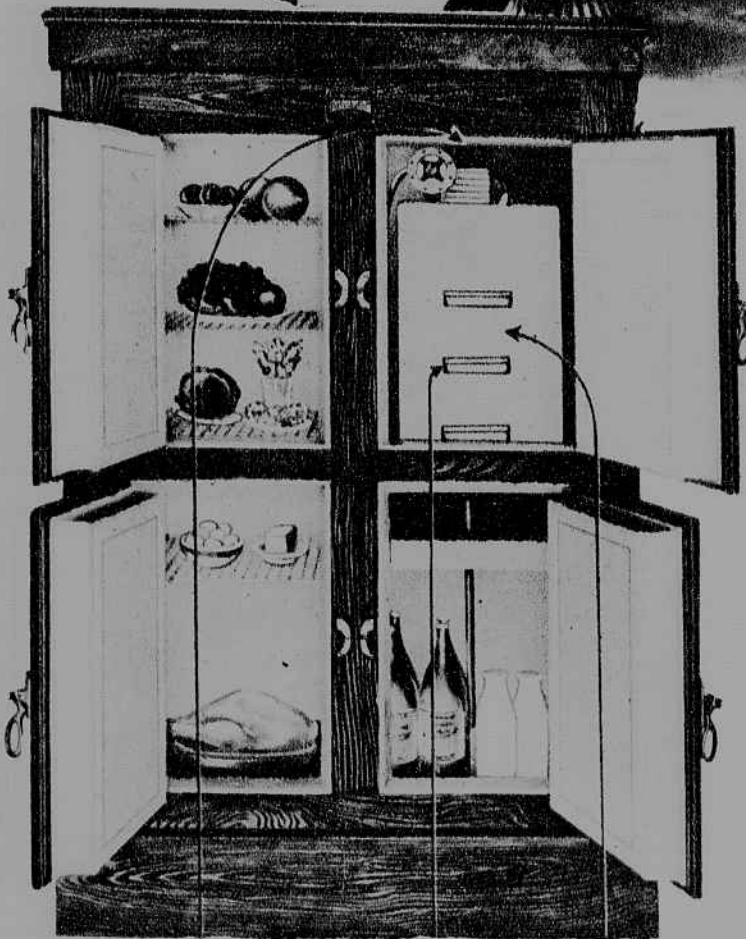
"As he came nearer he was able to see that a piece of rough, dirty burlap was thrown over the man's shoulder to protect it from the melting ice. Henry went to the kitchen in time to see the maid let in the ice man.

"With his dripping cake he walked to the ice box and placed it in the ice compartment. In spite of his evident carefulness, and probably due to the heavy weight of the ice, it went in with a thud, and after he had gone the white enamel ice box had another nick in it.

"Henry asked the Kelvinator expert to solve our ice problem, and the very next day he installed a Kelvinator—which gives refrigeration colder and dryer than ice, without ice.

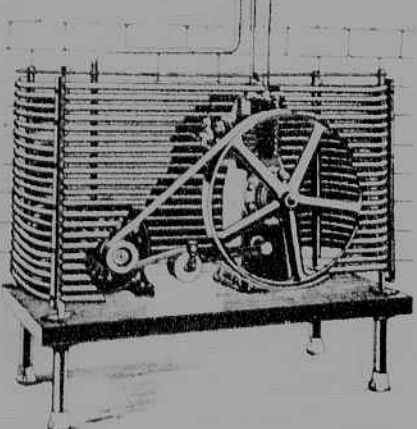
"Now every one in my household is delighted with it and things are running much more smoothly. Uncertain ice deliveries no longer worry us, for our Kelvinator keeps food fresh in our ice box at the proper degree of cold all the time.

"It is truly wonderful to realize that we had one of these Kelvinator refrigerating units installed in our own ice box in less than a day's time and that ever since our food has been kept dryer and colder than ice would have kept it, and cleaner than ice would have kept it, and has forever eliminated the uncertainty, inconvenience and unsanitary conditions of delivered ice."



A thermostat automatically starts the Kelvinator to making cold, and as soon as the proper degree of cold is attained it automatically stops it.

Trays which fit into The Kelvinator Refrigerating Unit are made in several sizes and will fit in the ice frozen, always ready for table use.



The refrigerating generator and coil can be installed alongside of ice box, on top of ice box, in adjoining room or in basement. It is operated by electricity and is perfectly safe.

Kelvinator Corporation---New York Show Room, 24 W. 40th St., New York

Kelvinator

Automatically Refrigerates Without Ice

ALCO-GRAPHIC, INC., NEW YORK, BALTIMORE, ST. LOUIS